

um die Probleme in Fragen der Kulturosoziologie, Pädagogik, Psychologie, Sozialarbeit zu lösen. Zudem sind gute Fremdsprachenkenntnisse von Vorteil.

Das Hauptproblem der akademischen Nachwuchskräfte liegt darin, dass sie wenig oder keine Berufserfahrung, mangelnde geistige Flexibilität und nicht ausreichend ausgeprägtes kreatives Denken mitbringen. Sie weisen Unfähigkeit auf, das an der Hochschule erworbene theoretische Wissen in der beruflichen Tätigkeit anwenden zu können.

In der touristischen Beherbergung werden qualitativ neue Anforderungen an die Berufsanfänger gestellt. Das sind abgeschlossene Hochschulausbildung, praktische Berufserfahrung, Bereitschaft zur Weiterbildung, Offenheit für Neues, Vorhandensein der geeigneten Eigenschaften.

Das breite Praxisfeld und die schnelle Entwicklung auf dem Gebiet des Tourismus sowie die ständig steigenden Anforderungen in der Berufswelt allgemein erfordern kontinuierliche Weiterbildung. Sinnvoll ist eine spezifische Weiterqualifizierung vor allem nach einiger Praxiserfahrung. Zu diesem Zweck werden Kurse, Seminare, Workshops, Trainings durchgeführt, kreative Werkstätte und Schulen organisiert.

Um berufliche Tätigkeit erfolgreich auszuüben, sollten Führungskräfte im Bereich Tourismus und Freizeit über die Grundkenntnisse in Soziologie, Pädagogik, Psychologie, Volkswirtschaftslehre, Wirtschaftsrecht, Verwaltung, Regie, Fremdsprachen, Kultur und Bräuche der anderen Völker verfügen.

Aufgeschlossenheit gegenüber neuen Entwicklungen ist heute wichtige Voraussetzungen für den beruflichen Erfolg und die Sicherheit des Arbeitsplatzes. Für Beschäftigte in der Tourismus- und Freizeitbranche gewinnen auch Fertigkeiten und Kenntnisse im Bereich der Informations- und Kommunikationstechnologien weiter an Bedeutung

CURRENT ASPECTS OF URBAN FREIGHT TRANSPORT FUNCTIONING IN CITIES

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One of the most important conditions for normal functioning of the city is effective transport system functioning. A significant number of researches are devoted to this problem. Improving the efficiency of passenger transport systems, organization and regulation of traffic, transport urban planning are studied as separate related issues. However, currently more and more attention is paid to freight transportation as an aspect of urban transport system functioning.

Increasing the share of freight transport in the transport stream has a negative impact on traffic conditions, especially for urban traffic. Freight transport is inconvenient to the urban population, causing air pollution, noise pollution and, due to significant dimensions, causes physical obstacle.

The main reason for the increased presence of urban freight transport in the city is the development of public service and commercial organizations. It should be noted that the tendency to increase the presence of freight transport in urban areas in recent years, is characterized by a rapid growth.

Most of the researches in improving the efficiency of the freight transportation consider functioning of the system 'consignor – transport – consignee' and are focused on improving the efficiency of the technological process for the members of transport servicing. However, the issues of improving the efficiency of the city transport system, and freight transport in particular, are broader than those of transport technology in the classical sense. In developed countries, the issues of increasing transport systems' effectiveness refer to management. Moreover, stress is put on the fact that these problems cannot have an effective solution being considered only from the technological point of view.

The scientific direction dealing with the problems of improving the efficiency of material flows distribution in cities is urban logistics. The research results of European researchers prove that the most effective way to increase the efficiency of freight transport in the big cities is an integrated approach. Examples of this approach using in Europe is creation of urban logistic centres, using passenger electric transport infrastructure to serve the cargo traffic of commercial companies (cargo tram), etc.

The problem of the freight transport presence in the cities of Ukraine has not yet reached the rate that is registered in the majority of big cities of the developed world. However, the current trends and the experience of major cities in developed countries prove the need to pay attention to this issue even today.

Therefore, research in the field of integrated transport systems using should be admitted as the most promising direction for improving the efficiency of the city transport system functioning, integration in this case presupposes changes not only in the technological process but also in the organizational and legal aspects.

THE MAIN FACTORS AND REQUIREMENTS AFFECTING THE ENGINEERING INDIVIDUAL HOUSES"

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The high quality of individual houses provides the comfort of people's residence and, as a consequence, the overall efficiency of the entire social living environment and the progress of mankind. Therefore, the main purpose of the engineering and construction of housing is to achieve the certain level of comfort. To achieve this goal it has been required to perform a series of complex requirements and to adhere to a set of specific factors.

There are great varieties of requirements, but I am going to examine the group